



Jennifer M. Granholm, Governor  
Robert W. Swanson, Director

## News Release

Contact: Lori Donlan  
517.373.9280

[www.michigan.gov/dleg](http://www.michigan.gov/dleg)

E-mail: [mediainfo@michigan.gov](mailto:mediainfo@michigan.gov)

### Iron Mountain Receives Cool Cities 'Michigan Main Street' Designation

**October 12, 2006** – Robert W. Swanson, director of the Michigan Department of Labor & Economic Growth (DLEG), recently announced that Iron Mountain has been awarded a Cool Cities designation.

"Through the 'Cool Cities Michigan Main Street' program we can grow and maintain downtowns such as Iron Mountain so they can remain successful environments for people to live, work, and play," he said.

The Cool Cities Program is part of the Governor's economic plan designed to help revitalize Michigan's cities by retaining and attracting the jobs and people critical to the emerging economies of the 21<sup>st</sup> century. The program is funded by redirecting existing resources in state government.

Iron Mountain, as a Michigan Main Street, will receive more than \$200,000 in technical assistance and training as part of a long-term management approach to revitalizing and maintaining a successful downtown through organization, promotion, design, and economic restructuring. This four-step training approach was developed by the Main Street National Trust for Historic Preservation in Washington D.C.

Cool Cities Michigan Main Street is a planning program involving a minimum of three years of training and technical assistance from State of Michigan staff and/or its consultants. A requirement of the program is a local commitment of staff, organization, and financial support.

The community of Lansing's Old Town also received the Cool Cities Main Street designation.



The award is part of the state's expanded Cool Cities Grants & Planning Programs, which include "Cool Cities Blueprints for Michigan's Downtowns," "Cool Cities Blueprints for Michigan's Neighborhoods," and "Cool Cities Neighborhoods in Progress."

Department of Labor & Economic Growth director Robert W. Swanson (right) presents a sign to Iron Mountain's Mayor Ken Tousignant (center) designating Iron Mountain as a Cool Cities Main Street. Also pictured is Michael DeVos, director of MSHDA.